



**2ND INTERNATIONAL
BAKU CONFERENCE ON
SCIENTIFIC RESEARCH**

April 28-30, 2021
Baku Odlar Yurdu University, Azerbaijan

ABSTRACT BOOK

EDITORS

Assoc. Prof. Dr. Rahib İMAMGULİYEV

Elvan CAFEROV

ISBN: 978-605-70554-7-7

2nd INTERNATIONAL BAKU CONFERENCE ON SCIENTIFIC RESEARCH

April 28-30, 2021

Baku Odlar Yurdu University, Azerbaijan



ABSTRACT BOOK

EDITORS

Assoc. Prof. Dr. Rahib İMAMGULİYEV
Elvan CAFEROV

All rights of this book belong to IKSAD GLOBAL
Publishing House Authors are responsible both ethically
and juridically

IKSAD GLOBAL Publications - 2021©

Issued: 15.05.2021

ISBN: 978-605-70554-7-7



TRAVELING BEYOND COVID-19: TRAVEL INTENTIONS AND TOURIST MOTIVATION IN BULGARIA AND AZERBAIJAN

Desislava Varadzhakova

National Institute of Geophysics, Geodesy and Geography – Bulgarian Academy of Sciences, Bulgaria

Aleksandar Naydenov

Faculty of Applied Informatics and Statistics, University of National and World Economy, Bulgaria

Nikola Naumov

Faculty of Business & Law, University of Northampton

Farhad Rahmanov

Azerbaijan State University of Economics (UNEC)

Elmira Gojayeva

Department of Marketing, Azerbaijan Tourism and Management University

Elchin Suleymanov

Department of Finance, Baku Engineering University

ABSTRACT

COVID-19 has led to unprecedented economic crisis at a global level. One of the most significantly affected sectors is the tourism industry. In many countries, tourism forms a major part of national economy but now suffers a major decline. This research focuses on Bulgaria and Azerbaijan, two countries with similar demographic and territorial characteristics, where COVID-19 has had a crucial impact on international tourism. Our study explores post-pandemic travel intentions and preferences of Bulgarian and Azerbaijani residents to travel within their home countries or abroad, intentions to visit most affected countries from COVID-19, availability of holiday funds after the pandemic and preferred accommodation choices. The findings reveal major differences between the responses received in Bulgaria and Azerbaijan. There are significant differences in terms of how respondents perceive the phase of the pandemic and their intentions for domestic tourism with major differences by age, family status and occupation. The study concludes that it will be difficult to implement a common strategy for a post-pandemic tourism revival. Moreover, the establishment of such a strategy in both countries should be informed by further research focused on external influences such as number of new infections, availability of vaccine and opening of country borders.

Key words: Tourism, COVID-19, Bulgaria, Azerbaijan, travel, tourist motivation, tourist behaviour